RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

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June 24, 1997

☎ *Fax* (315) 425-0461
Mr. D. Cook
CONSOLIDATED INDUSTRIES

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear Don:

I have ordered 1365 SKUs of B2G2F Sleeves / Displays (item #526982 @ 20/SKU) for you to pack this Promotion for McLane Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request **B1G1F** product from McLane when you are ready to begin assembling displays.

B1G1F Product is scheduled to arrive at McLane on **July 14th.**

Displays are scheduled to arrive at Consolidated on **July 17th.**

Displays will need to be back at McLane no later than **August 4th** in order for McLane to begin shipping displays to retail.

WINSTON STYLES	#/ (6M) Cases B1G1F
Box	182
Lt Box	182

51861 7881

Source: https://www.industrydocuments.ucsf.edu/docs/ymvn0000

Promotion Description:
Utilize self-contained Shipper Display. Shipper has 20 Buy-2-Get-2-Free Sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

BUILD NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED STATE DISPLAY LIST
See Attached 'Wholesaler Packing Instructions'

I appreciate your assistance, and If you have any questions, please contact me.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc
Attach: Cigarette Displays By State
cc: SS / DK / RJR
R. Moore / McLane

51861 7882

Source: https://www.industrydocuments.ucsf.edu/docs/ymvn0000

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

AUGUST: WINSTON B2G2F / PROMOTION #700465

RETAIL DISTRIBUTION DATE: 8/4/97

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	267	See List	365	2	2	27	6		3	5	80		237	3	
BP OIL	43	See List	166										166		
COASTAL MART	37	See List	40							11			29		
COUNTRY FAIR	70	See List	218								7	29	182		
CONV EXPRESS	5	See List	9								9				
COOKS CONVENIENT	6	See List	9								9				
DAIRY MART	115	See List	143	43		39					20		35	6	
F.L. ROBERTS	16	See List	28	11		17									
KRAUSZERS	14	See List	38	38											
MANLEY'S	8	See List	11								11				
MOBIL	97	See List	104	15		19			11	10	44		3	2	
MOBIL ON THE RUN (FRANCHISE)	8	See List	9			4			1		3			1	
PETR-AL	36	See List	41								41				
7-11 / SOUTHLAND	25	See List	29	11	2		1		1	4	6		4		
7/11 - HANDEE MART	24	See List	60				1					34	25		
SUGARCREEK	41	1	41								41				
SUNRISE FOODS	18	1	18								18				
INDEPENDENTS & SMALL CHAINS	31	See List	30	1		4	2		2	2	15		4		
TOTALS	861		1359	121	4	110	10	0	18	32	304	63	685	12	0

(MC-WINB2.XLS)6/24/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH("Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

Source: https://www.industrydocuments.ucsf.edu/docs/ymvn0000

MESSAGE CONFIRMATION

DATE:06/26/97 TIME:07:30

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
06/26	07:28	01'47"	3154250461	G3-S	003	OK

51861 7884

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